

## Video Games and Consoles - UK - October 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Continued migration to current-generation consoles is driving growth in the value of the UK video games market by pushing the average value of video game software sales up. With new hardware launches in the near future likely to grow the potential market for video game software, the prospects for the market are positive going forward.”  
**– Mark Flowers, Consumer Technology Analyst**

This report looks at the following areas:

- The continuing influence of previous-generation consoles
- Sony strengthens position as market leader with new gaming technology

Continued migration to current-generation static consoles has fuelled the growth of the software segment, which accounts for the majority of the combined hardware and software market’s value. New console releases from all three of the major players – Sony, Microsoft and Nintendo – in the next 12 months are expected to extend this uptrend to the hardware segment.

The handheld segment has not enjoyed the same level of success, with sales flattening in 2016. The popularity of the mobile game Pokémon GO stimulated temporary interest in the Nintendo 3DS and the Pokémon games it supports. This revival of interest was not sustained, however, according to data from VGChartz.

As well as the 12% of consumers who play video games once per week or more, those who own a console but play infrequently could also be key targets for growth, and 65% of these are female. With interest in new gaming technologies like VR (Virtual Reality) gaming high and opportunities to engage a new audience, the gaming industry’s prospects are very positive going forward.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Market – What You Need to Know

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Growth expected to continue in 2017 and beyond

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